



# ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ

"ವಿ ಟಿ ಯು ಅಧಿನಿಯಮ ೧೯೯೪" ರ ಅಡಿಯಲ್ಲಿ ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಸ್ಥಾಪಿತವಾದ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯ

## Visvesvaraya Technological University

(State University of Government of Karnataka Established as per the VTU Act, 1994)

"Jnana Sangama" Belagavi-590018, Karnataka, India

### Centre for Distance and Online Education (CDOE)

Hanchya, Sathagalli Layout (Ring Road), Mysuru-570019

☎: (0821)2570223 | @: vtucdoe@gmail.com | onlinedegree.vtu.ac.in



**Dr. Sandhya P**  
Director

VTU/MYS/CDOE/2026-27/79

Date: 20.05.2026

### Circular

**Sub:** Live Interactive Schedule for 4<sup>th</sup> semester BBA Digital Marketing.

**Ref:** VTU/MYS/CDOE/2026-27/54, Dated: 04.05.2026

The students of 4<sup>th</sup> semester of BBA Digital Marketing are hereby informed to attend the live interactive sessions / Doubt Clearing sessions. The schedule is as shown below.

Programme Name : BBA in Digital Marketing				
Date	Time	Course Name & Course Code	Module	Name of the Course Expert
16.06.26	6:00 - 7:00 pm	Management Information System (OBBD401)	Sessions-I	<b>Dr. Pankajakshi R,</b> Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
16.06.26	7:00 - 8:00 pm	Integrated Marketing Communication (OBBD402)	Sessions-I	<b>Dr. Shivakumar,</b> Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru
17.06.26	6:00 - 7:00 pm	Brand Management in Digital Era (OBBD403)	Sessions-I	<b>Prof. Anju A Nair ,</b> Assistant Professor, Dept. of MBA, Acharya Institute of Technology, Bengaluru
17.06.26	7:00 - 8:00 pm	Customer Relationship Management (OBBD404)	Sessions-I	<b>Dr. Lakshmi P,</b> Associate Professor, Dept. of MBA, Vidyavardhaka College of Engineering, Mysuru
18.06.26	6:00 - 7:00 pm	Fundamentals of IOT for Business (OBBD405)	Sessions-I	<b>Dr. Sharadha S,</b> Associate Professor, Dept. of MBA, HNNC, Bangalore.
18.06.26	7:00 - 8:00 pm	Universal Human Values (OBBD406)	Sessions-I	<b>Dr. Savita Patil,</b> Professor, Faculty of Engineering and Technology (Co-Ed), Sharnbasva University, Kalaburagi
06.07.26	6:00 - 7:00 pm	Management Information System (OBBD401)	Sessions-II	<b>Dr. Pankajakshi R,</b> Associate Professor, Dept. of MBA, VTU CPGS Muddenahalli
06.07.26	7:00 - 8:00 pm	Integrated Marketing Communication (OBBD402)	Sessions-II	<b>Dr. Shivakumar,</b> Assistant Professor, Dept. of MBA, VTU CPGS, Mysuru

07.07.26	6:00 - 7:00 pm	Brand Management in Digital Era (OBBD403)	Sessions-II	<b>Prof. Anju A Nair</b> , Assistant Professor, Dept. of MBA, Acharya Institute of Technology, Bengaluru
07.07.26	7:00 - 8:00 pm	Customer Relationship Management (OBBD404)	Sessions-II	<b>Dr. Lakshmi P</b> , Associate Professor, Dept. of MBA, Vidyavardhaka College of Engineering, Mysuru
08.07.26	6:00 - 7:00 pm	Fundamentals of IOT for Business (OBBD405)	Sessions-II	<b>Dr. Sharadha S</b> , Associate Professor, Dept. of MBA, HNNC, Bangalore.
08.07.26	7:00 - 8:00 pm	Universal Human Values (OBBD406)	Sessions-II	<b>Dr. Savita Patil</b> , Professor, Faculty of Engineering and Technology (Co-Ed), Sharnbasva University, Kalaburagi

To,

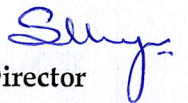
The Student of the 4<sup>th</sup> semester BBA in Digital Marketing.

Please Note:

- The Interactive Live Lecture Schedule maybe modified as per the Notification of MHRD/ UGC/ AICTE/ State Government issue guidelines time to time.
- For any queries contact @ 0821 - 2570223 or Email: [vtucoe@gmail.com](mailto:vtucoe@gmail.com)
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Director  
**DIRECTOR**  
VTU CDOE, Mysur



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VTU/MYS/CDOE/2026-27/78

20.05.2026

### Circular

**Sub:** Live Interactive Schedule for 4<sup>th</sup> semester Master of Business Administration (HR/MM/FM).

**Ref:** VTU/MYS/CDOE/2026-27/54, Dated: 04.05.2026

The students of 4<sup>th</sup> semester of Master of Business Administration (HR/MM/FM) are hereby informed to attend the live interactive sessions / Doubt Clearing sessions. The schedule is as shown below.

Programme Name : Master of Business Administration (HR-FM-MM)				
Date	Time	Course Name & Course Code	Sessions	Name of the Course Expert
12.06.26	6:00 - 7:00 pm	International Business (OMBAMM401)	Sessions-I	Dr. Abhishek Venkateshwar, Associate Professor, Dept. of MBA, AIT, Bangalore.
13.06.26	7:00 - 8:00 pm	Digital and Social Media Marketing (OMBAMM402)	Sessions-I	Dr. Harisha B S, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
15.06.26	7:00 - 8:00 pm	Compensation and Benefits (OMBAHR402)	Sessions-I	Dr. Mamatha J, Professor, Dept. of MBA, SJBIT, Bangalore.
16.06.26	7:00 - 8:00 pm	Investment Analysis & Portfolio Management (OMBAFM402)	Sessions-I	Dr. Dhannananda M, Associate Professor, Dept of MBA, Nitte Meenakshi Institute of Technology, Bangalore
01.07.26	6:00 - 7:00 pm	International Business (OMBAMM401)	Sessions-II	Dr. Abhishek Venkateshwar, Associate Professor, Dept. of MBA, AIT, Bangalore.
02.07.26	7:00 - 8:00 pm	Digital and Social Media Marketing (OMBAMM402)	Sessions-II	Dr. Harisha B S, Associate Professor, Dept. of MBA, Nitte Meenakshi Institute of Technology, Bangalore
03.07.26	7:00 - 8:00 pm	Compensation and Benefits (OMBAHR402)	Sessions-II	Dr. Mamatha J, Professor, Dept. of MBA, SJBIT, Bangalore.

04.07.26	7:00 - 8:00 pm	Investment Analysis &Portfolio Management (OMBAFM402)	Sessions-II	<b>Dr. Dhannananda M,</b> Associate Professor, Dept of MBA, Nitte Meenakshi Institute of Technology, Bangalore
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To,

The Student of the 4<sup>th</sup> semester Master of Business Administration HR/MM/FM.

**Please Note:**

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*Srinivas*

Director

**DIRECTOR**

**VTU CDOE, Mysuru**



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Dr. Sandhya P  
Director



VTU/MYS/CDOE/2026-27/80

Date: 20.05.2026

### Circular

**Sub:** Live Interactive Schedule for 4<sup>th</sup> semester MBA Business Analytics.

**Ref:** VTU/MYS/CDOE/2026-27/54, Dated: 04.05.2026

The students of 4<sup>th</sup> semester MBA Business Analytics are hereby informed to attend the live interactive sessions / Doubt Clearing sessions. The schedule is as shown below.

Programme Name : Master of Business Administration Business Analytics				
Date	Time	Course Name & Course Code	Sessions	Name of the Course Expert
12.06.26	6:00 - 7:00 pm	International Business (OMBB401)	Sessions-I	Dr. Abhishek Venkateshwar, Associate Professor, Dept. of MBA, AIT, Bangalore.
13.06.26	7:00 - 8:00 pm	Financial Analytics (OMBB402)	Sessions-I	Dr. G Rajasekar, Professor, Dept. of MBA, Allince University, Bangalore.
15.06.26	7:00 - 8:00 pm	Big Data Analytics (OMBB403)	Sessions-I	Prof. Vidyadhara, Assistant Professor, Dept. of MBA, BGS College of Engineering and Technology, Bangalore
01.07.26	6:00 - 7:00 pm	International Business (OMBB401)	Sessions-II	Dr. Abhishek Venkateshwar, Dept. of MBA, Associate Professor, AIT, Bangalore.
02.07.26	7:00 - 8:00 pm	Financial Analytics (OMBB402)	Sessions-II	Dr. G Rajasekar, Professor, Dept. of MBA, Allince University, Bangalore.
03.07.26	7:00 - 8:00 pm	Big Data Analytics (OMBB403)	Sessions-II	Prof. Vidyadhara, Assistant Professor, Dept. of MBA, BGS College of Engineering and Technology, Bangalore

To,

The Student of the 4<sup>th</sup> semester MBA Business Analytics.

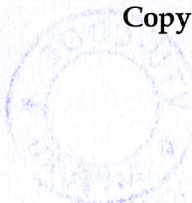
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VTU/MYS/CDOE/2026-27/ 81

Date: 20.05.2026

### Circular

**Sub:** Live Interactive Schedule for 4<sup>th</sup> semester MBA Digital Marketing

**Ref:** VTU/MYS/CDOE/2026-27/54, Dated: 04.05.2026

The students of 4<sup>th</sup> semester of MBA Digital Marketing are hereby informed to attend the live interactive sessions / Doubt Clearing sessions. The schedule is as shown below.

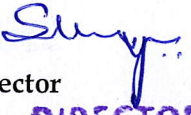
Programme Name : MBA in Digital Marketing				
Date	Time	Course Name & Course Code	Sessions	Name of the Course Expert
16.06.26	6:00 - 7:00 pm	E-Commerce Marketing (OMBD401)/(OPGDMA305)	Sessions-I	<b>Dr.Vasanthi Reena Williams,</b> Professor & Head Dept. of MBA, Vidya Vikas Institute of Engineering and Technology, Mysuru
17.06.26	6:00 - 7:00 pm	Artificial Intelligence in Digital Marketing (OMBD402)	Sessions-I	<b>Dr. Sanjeev Ingalgi,</b> Associate Professor, Dept. of MBA, KLS GIT, Belagavi
18.06.26	6:00 - 7:00 pm	Data Visualization (OMBD403)	Sessions-I	<b>Prof. Vidyadhara,</b> Assistant Professor, Dept. of MBA, BGS College of Engineering and Technology, Bangalore
06.07.26	6:00 - 7:00 pm	E-Commerce Marketing (OMBD401)/(OPGDMA305)	Sessions-II	<b>Dr.Vasanthi Reena Williams,</b> Professor & Head Dept. of MBA, Vidya Vikas Institute of Engineering and Technology, Mysuru
07.07.26	6:00 - 7:00 pm	Artificial Intelligence in Digital Marketing (OMBD402)	Sessions-II	<b>Dr. Sanjeev Ingalgi,</b> Associate Professor, Dept. of MBA, KLS GIT, Belagavi
08.07.26	6:00 - 7:00 pm	Data Visualization (OMBD403)	Sessions-II	<b>Prof. Vidyadhara,</b> Assistant Professor, Dept. of MBA, BGS College of Engineering and Technology, Bangalore

To,

The Student of the 4<sup>th</sup> semester MBA Digital Marketing.

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VTU/MYS/CDOE/2026-27/77

Date: 20.05.2026

### Circular

**Sub:** Live Interactive Schedule for 4<sup>th</sup> semester Postgraduate Diploma Marketing Analytics

**Ref:** VTU/MYS/CDOE/2026-27/54, Dated: 04.05.2026

The students of 4<sup>th</sup> semester of Postgraduate Diploma Marketing Analytics are hereby informed to attend the live interactive sessions / Doubt Clearing sessions. The schedule is as shown below.

Programme Name : Postgraduate Diploma Marketing Analytics				
Date	Time	Course Name & Course Code	Module	Name of the Course Expert
19.06.26	6:00 - 7:00 pm	Content Marketing Strategy (OPGDMA401)	Sessions-I	Dr. Vasanthi Reena Williams, Professor & Head Dept. of MBA, Vidya Vikas Institute of Engineering and Technology, Mysuru
17.06.26	7:00 - 8:00 pm	Artificial Intelligence in Digital Marketing (OPGDMA402)	Sessions-I	Dr. Sanjeev Ingalgi, Associate Professor, Dept. of MBA, KLS GIT, Belagavi
23.06.26	6:00 - 7:00 pm	Facebook Marketing (OPGDMA403)	Sessions-I	Dr. Padmalini Singh, Associate Professor, Dept. of MBA, BNMIT, Bangalore
09.07.26	6:00 - 7:00 pm	Content Marketing Strategy (OPGDMA401)	Sessions-II	Dr. Vasanthi Reena Williams, Professor & Head Dept. of MBA, Vidya Vikas Institute of Engineering and Technology, Mysuru
07.07.26	7:00 - 8:00 pm	Artificial Intelligence in Digital Marketing (OPGDMA402)	Sessions-II	Dr. Sanjeev Ingalgi, Associate Professor, Dept. of MBA, KLS GIT, Belagavi
11.07.26	6:00 - 7:00 pm	Facebook Marketing (OPGDMA403)	Sessions-II	Dr. Padmalini Singh, Associate Professor, Dept. of MBA, BNMIT, Bangalore

To,

The Student of the 4<sup>th</sup> semester Postgraduate Diploma Marketing Analytics.

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